

THEMATIC PROGRESSION IN BUSINESS LETTERS WRITTEN BY AIESEC

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ABSTRAK

The title of this thesis is "Thematic Progression in Business Letters Written By AIESEC". Based on the statement of the problem, the objectives of the study are to identify the theme and rheme in the letters and to describe thematic progression pattern in the letters.

The researcher took some business letters of The Jakarta Post Newspaper as the source of data. The data were analyzed by using descriptive research design. The steps to analyze the data in this study are: identifying every clause in the letters, identifying the Theme and Rheme of every clause of the letters, describing the thematic development of the letters, figuring the Thematic Progression pattern of the letters, interpreting the data, and drawing the conclusion.

As the result, there are 131 clauses found in 6 letters and there are three types of Thematic Progression pattern found in 119 clauses in the letters. Those are constant Patterns, zig-zag pattern, and multiple patterns. Constant pattern dominates among the other patterns, that is 85 (64.88%). Then, it is followed by 33 (25.19%) of zig-zag pattern and 2 (1.53%) of multiple patterns. It was found that the highest frequency of Thematic Progression patterns is constant pattern.

In 6 letters above, new themes were still found in the letters that are not expected in the letters. An unexpected theme makes paragraph in the letters less coherent, therefore this kind of development should be avoided. From 10 letters, there are 3 letters whose paragraphs are less coherent just under five unexpected themes and 3 letters whose paragraphs are coherent.

Kata Kunci : Keyword: business letter, clause, theme, thematic progression, rheme

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ABSTRACT

1.1 Background of the Study

Human can never live alone without other's helps to survive and fulfill their needs because they are social creatures. To ask help from other people, they use language as a bridge to mingle in social life. It deals with all aspects of life, such as psychological, biological, and sociological phenomena which occur in using language. It is not just as a media communication but also as the persuading media among people. It can share something about their needs or just comment something around them as the communication topic. This one can share among people who use sounds, symbols and words to express meaning, ideas or thought. Gerot and Wignell (1994:5) state that,

“Language is functional, so study of language from alone cannot fully explain systemic language use. Language use, though unique, can be explored and linguistic elements and specific language events can be systematically examined from a functional point of view. In short we make meaning through our choice and use of words and systemic study of language in use is how we make sense of our meaning.”

One example of language is English as an international language which is used by various people around the world. Certain language has its own function and modes. Language itself can be divided into different modes such as written and spoken. Gerot and Wignell (1994:158) identify that spoken and written languages differ in a number of ways. Written language is not simply speech written down. Speaking and writing are manifestations of the same linguistic system but in general they encode meaning in different ways because they have involved serving in different purposes.

English is as an international language that used in the world so that making various people can communicate without border each other easily in sharing their wants and communication purposes. The important thing is to use it we must pay attention to the grammatical rules which consists of pronunciations, vocabulary structure, grammar and many more. Many learners think that grammar is the most difficult in learning English. We need know about what is grammar first. Gerot and Wignell (1994:2) add that “Grammar is a theory of language, of how language is put together and how it works.” It is about how to use language in a good order and understandable. It also makes good understanding of the text clearly.

“There are three grammars which have a major influence on school in the western world in this century. There are Tradition grammar, Formal grammar and functional grammar” Gerot and Wignell (1994:4-6). The newest one is functional grammar which introduced by famous linguist whose name (Michael Halliday in 1994). As the systemic functional father, he gives innovation by introducing new method which tells about the grammar systemic based on the function.

Functional grammar is explained by Martin, Matthiessen and Painter (1997:1) as follows:

Functional grammar is a way of looking at grammar in terms of how grammar is used. Functional grammar is not genetically oriented to our neurophysiology in this way. Rather it focuses on the development of grammatical systems as a means for people to interact with each other- functional grammar sees grammar as shaped by, and as playing a significant role in shaping, the way we get on with our lives. It is about orientation in social, in the other words, rather than biological.

Systemic Functional Language has metafunction which each parts has different purposes in analyzing text. The ideational function is language concerned with building and maintaining a theory of experience. It includes the experiential function that enable speaker to make meanings about the world around us and the logical function which set us logical semantic relationship between one clausal unit and another. The interpersonal function refers to the grammatical choices that enable speakers to enact their complex and diverse interpersonal relations. There is comparatively very little constraint systems between ideational and interpersonal functions. These systems create coherent text within itself and with the context of situations. It refers to as the textual function. This function is for making the thematic progression.

The textual metafunction, the third and final strand of meaning made in clause, is described by Halliday in Eggins (1994:273) as the "relevance" or the "enabling" metafunction. This is the level of organization of the clause which enables the clause to be packaged in ways which make it effective given its purposes and its context. Thus the textual strand of meaning, while not adding new reality nor altering interpersonal dimensions of the clause, is concerned with the potential the clause offers for its constituent to be organized differently to achieve different purposes.

Textual metafunctions really make the deep understanding of the language purposes. Both in written and spoken language, these are so important. Especially in written one, in this language the deep sharing of language purpose is stronger than the spoken one. By written language, the reader can understand the purposes of messages easily.

Based on the sharing of language purposes, written language is stronger than spoken one. Because of the details of written language can be seen and sent clearly. The other reason is because it is printed and documented, so everyone can check it every time. One example of written language is a letter. Blake and Bly (1993:125) discuss that a letter is a written message containing information from one person to another. Letter can be written in personally and generally. Personal letter is written by someone who wants sharing his or her own purposes. Meanwhile, general letter is written by a company or an organization. It is called business letters.

Business letters is published by an organization or a company. These are the written communications which are not only for intern but also extern communication. In line with the company or organization purposes, business letter must be written in a good composition so that becoming easy understanding.

Different purposes use different styles too and these also need good organization especially in written text, such as letter. In writing letters, people need textual metafunction to make a good thematic progression. It refers to the way in which the theme of a clause may pick up or repeat a meaning from a preceding theme and rheme.

Based on the potential clause, in sentences there are two parts of clause, such as theme and rheme. Halliday (1994:37) argues that the definition of theme and rheme is as follows: theme is the element which serves as the point of departure of the message; it is that with which the clause is concerned. The remainder of the message, the part in which theme is developed is called rheme. As a message structure, therefore a clause consists of a theme accompanied by a rheme; and the structure is expressed by the order whatever is chosen as theme is put first.

The data will focus on the letters of an educational organization named AIESEC. Based on the official AIESEC website (<http://www.aiesec.org/>), explains that AIESEC is the world's largest youth-run organization. AIESEC was originally the French acronym for Association Internationale Des étudiants en sciences économiques et commerciales and the English acronym for International Association of Students in Economic and Commercial Sciences. It focuses on providing a platform for youth leadership development, AIESEC offers young people's opportunity to participate in international internships, experience leadership and global learning environment. This organization is abroad in many countries around the world, so they use English as the official language included in written and spoken.

AIESEC uses business letter for its written language. In making this letter, they must pay attention to the contents of the business letter itself. This must consist of some sentences which must be hanging together. A sentence which can consist of some clauses must support each other to make a solid paragraph. In one clause can divide into theme and rheme.

Both theme and rheme are so important in a written text, so does it in written text. For making a good letter, people should pay attention to the thematic progression which we have discussed on previous paragraph. Based on this, the researcher wants to discuss about "Thematic Progression in Business Letters Written

by AIESECâ€•

Keyword : Keyword: business letter, clause, theme, thematic progression, rheme

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